



# E-Cigarette Response & Education

**From the School Health Advisory Council's August 20th, 2019 Recommendations**

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December 3, 2019

# Core Belief

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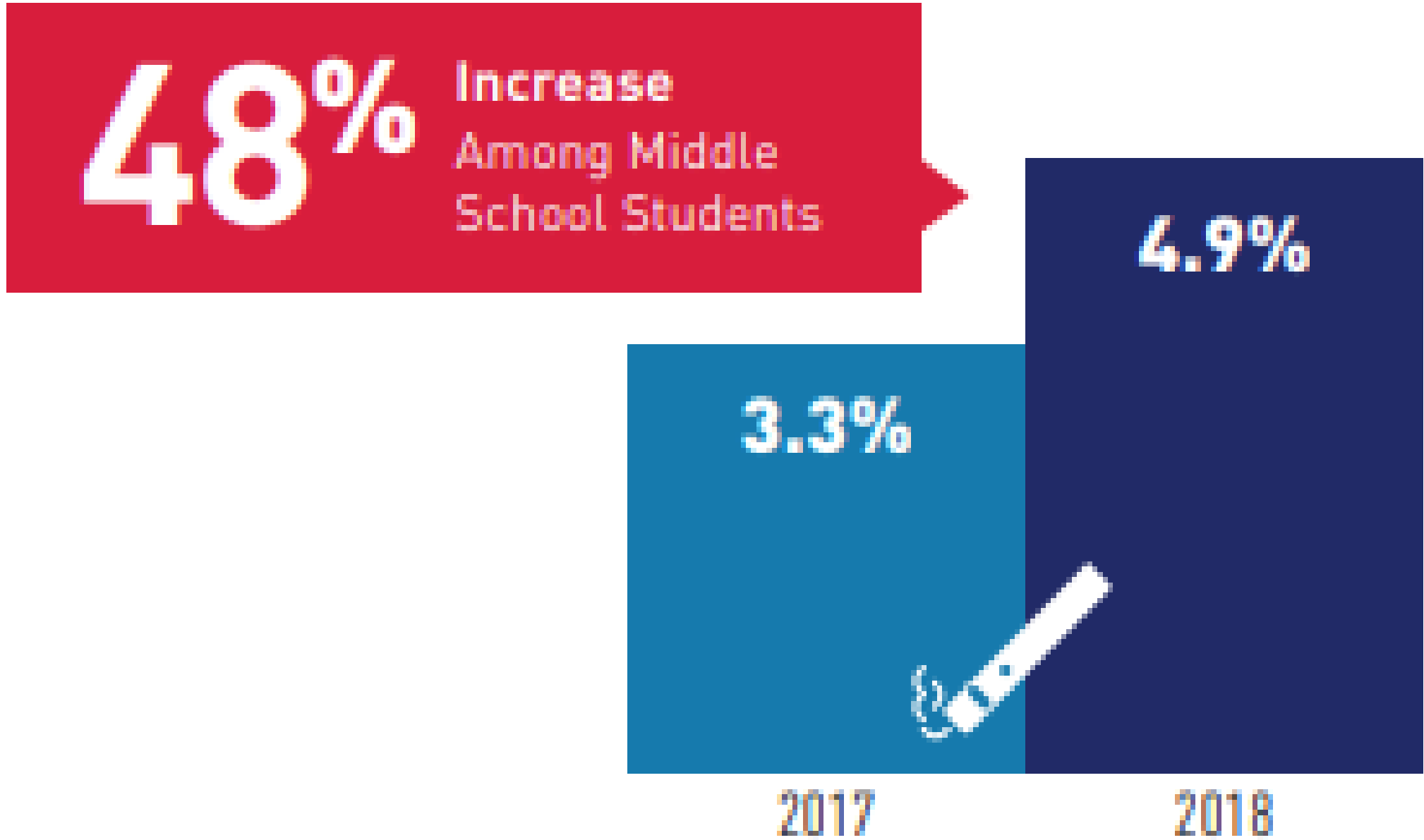
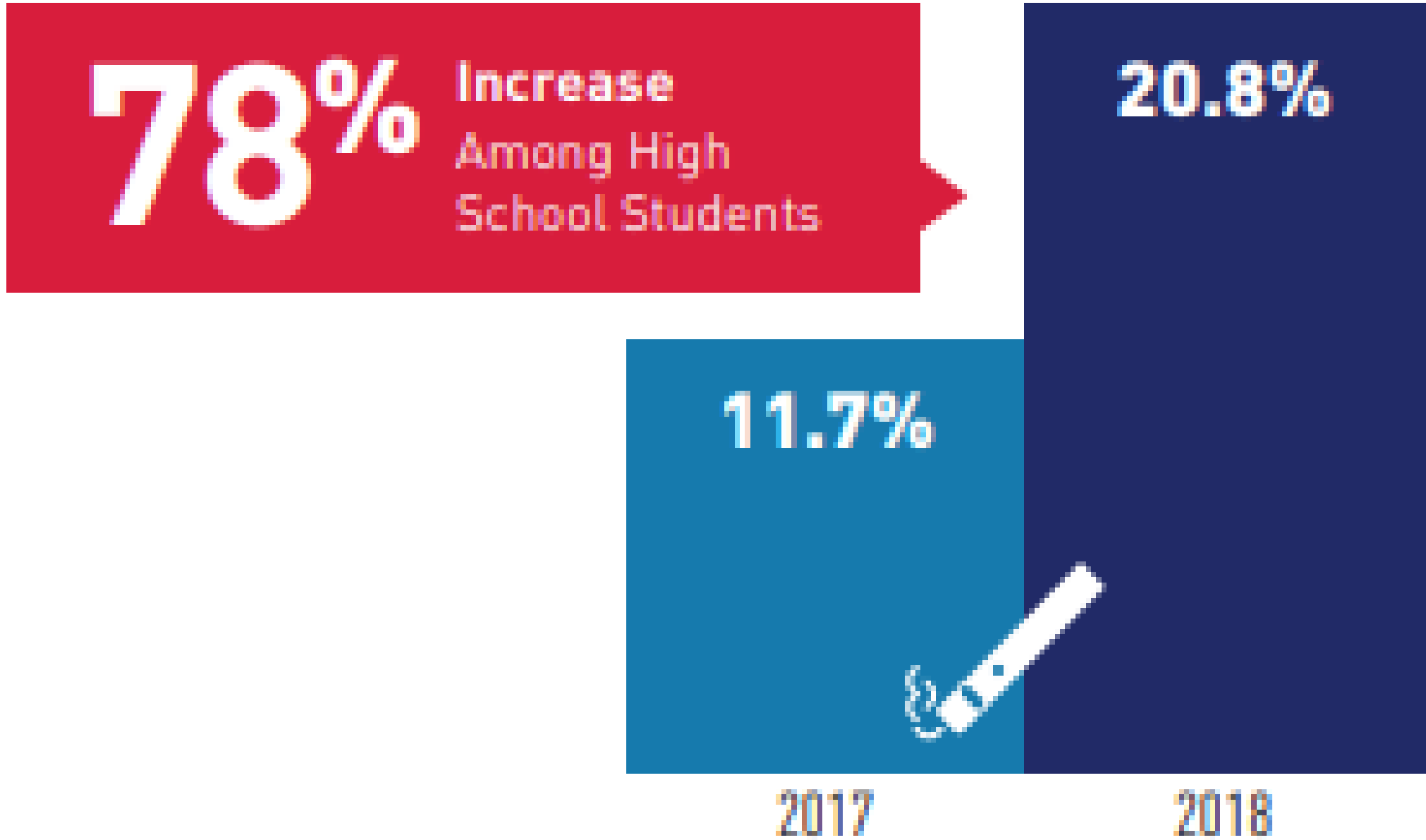
Every student is uniquely capable and deserves to be challenged and engaged in relevant, rigorous, and meaningful learning each day.



WCPSS will provide relevant, data-based information regarding e-cigarettes and the associated health risks to students and staff.

# National Data

**SURGE IN YOUTH CURRENT E-CIGARETTE USE — 1.5 Million More Students Used E-Cigarettes in 2018 vs 2017**



# National Data

**AMONG HIGH SCHOOL CURRENT E-CIGARETTE USERS — Rise in Frequency and Use of Flavors**

More Used  
E-Cigarettes on  
20 or More Days

28%

in 2018  
VS  
20% in 2017

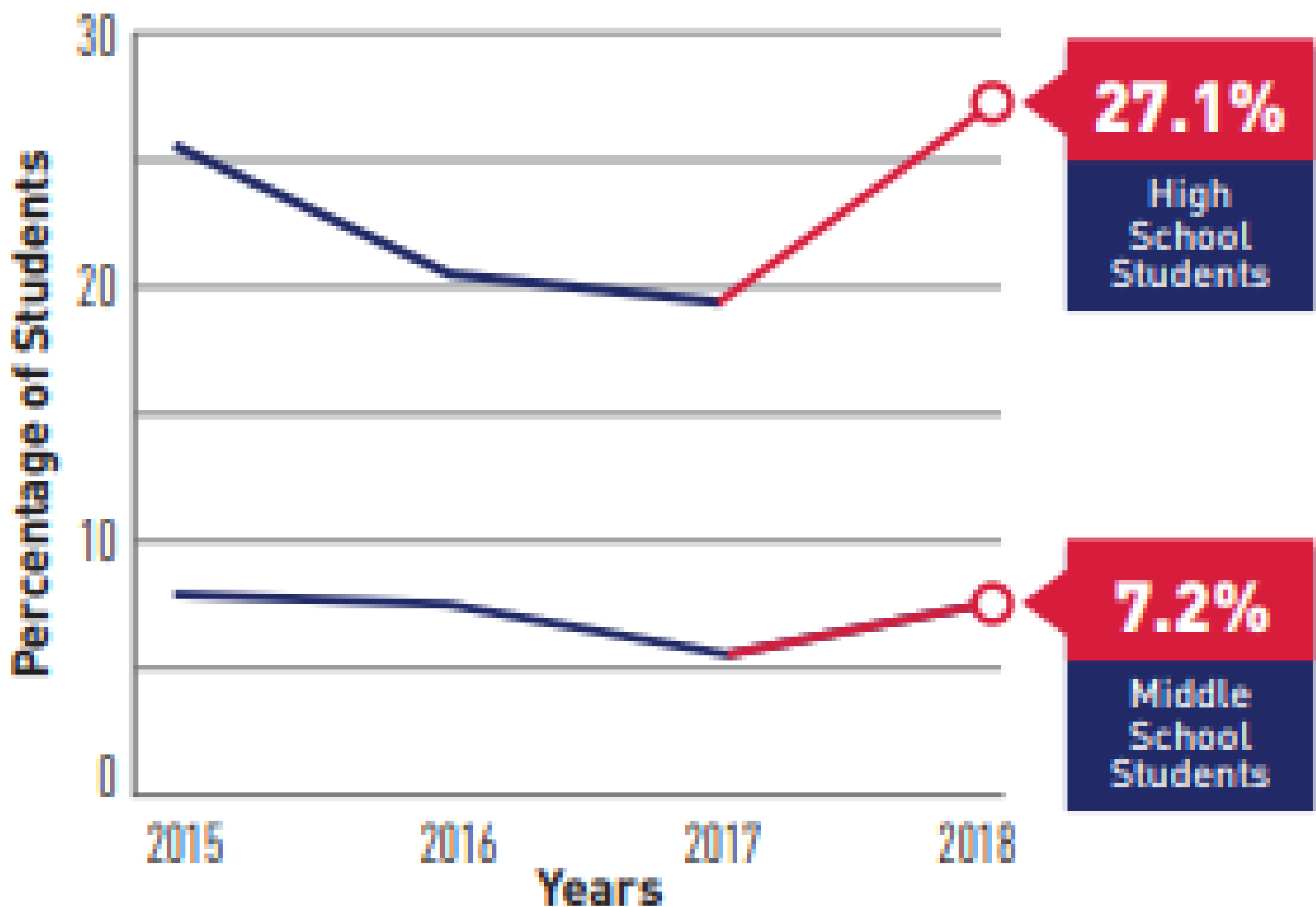
More Used  
Flavored  
E-Cigarettes

68%

in 2018  
VS  
61% in 2017

**E-CIGARETTE USE SURGE LED TO UPTICK IN  
OVERALL TOBACCO USE — Reversing Previous Declines**

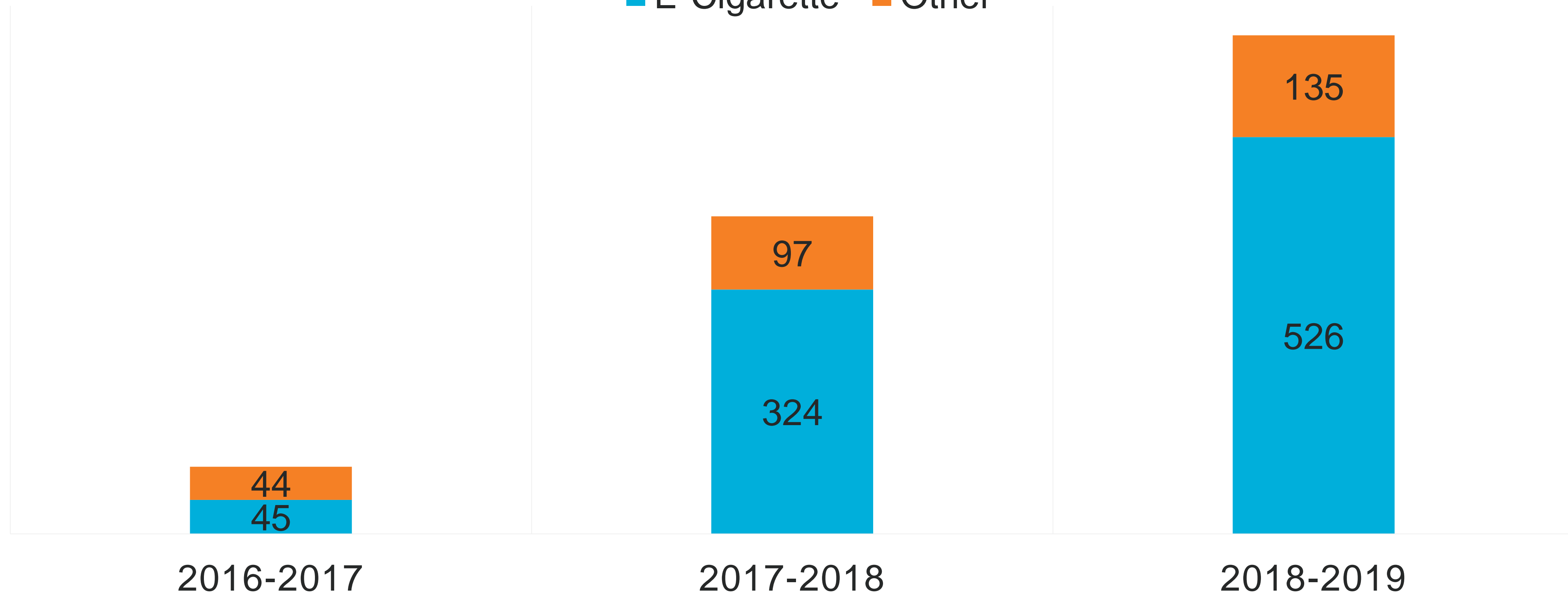
**Current Use of Any Tobacco Product**



*Note: All numbers in this document are estimates.*

## REPORTED WCPSS TOBACCO-RELATED INCIDENTS

■ E-Cigarette ■ Other



Source: WCPSS Student Due Process

# SHAC Recommendation and Suggested Actions

Support strategies and initiatives to educate students, staff and community on e-cigarette health risks



# SHAC Recommendation and Suggested Actions

## Support strategies and initiatives to educate students, staff and community on e-cigarette health risks

Train & educate teachers, staff, and administrators on e-cigarettes and youth tobacco prevention

Current District Offering

- ✓ Educational Resources including NCPDI Standards-Aligned Lessons in Middle & High School for all Healthful Living Students.
- ✓ Mandatory e-cigarette lessons in health education classes in grades 6-8 & Healthful Living I
- ✓ Resources from Catch My Breath have been offered to school administrators seeking information to help communicate to staff and parents

# SHAC Recommendation and Suggested Actions

## Support strategies and initiatives to educate students, staff and community on e-cigarette health risks

Train & educate teachers, staff, and administrators on e-cigarettes and youth tobacco prevention

Future District Offering

- ✓ Resources for all staff are housed on the Learning Central Platform. These include student learning activities that can be used by any teacher from the Stanford Tobacco Prevention Toolkit and CATCH my Breath.
- ✓ In January 2020, WCPSS Communications will lead a campaign to communicate this resource as well as the new education requirement.



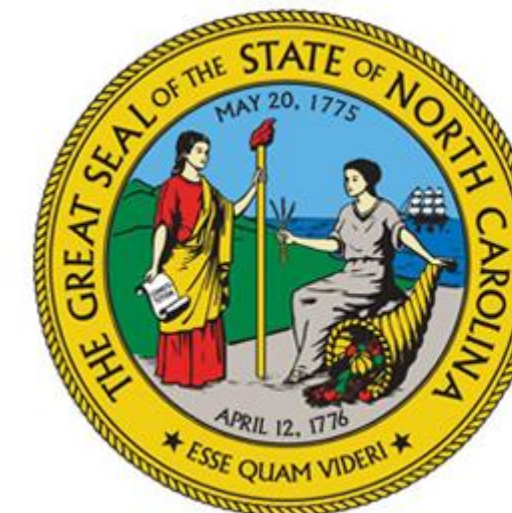
# SHAC Recommendation and Suggested Actions

## Support strategies and initiatives to educate students, staff and community on e-cigarette health risks

Integrate  
research-based,  
factual  
resources for  
student  
education

Current  
District  
Offering

- ✓ Health Education Lessons are aligned with NCDPI Essential Standards and derived from recognized federal and state health resources.



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**

# SHAC Recommendation and Suggested Actions

## Support strategies and initiatives to educate students, staff and community on e-cigarette health risks

Integrate  
research-based,  
factual  
resources for  
student  
education

Future  
District  
Offering

- ✓ As an additional resource, the Stanford Tobacco Prevention Toolkit E-Cigarette Modules will be included in middle and high school Health Education instruction.



**Stanford**  
MEDICINE

Tobacco Prevention Toolkit  
*Modules for tobacco and nicotine education*

# SHAC Recommendation and Suggested Actions

## Support strategies and initiatives to educate students, staff and community on e-cigarette health risks

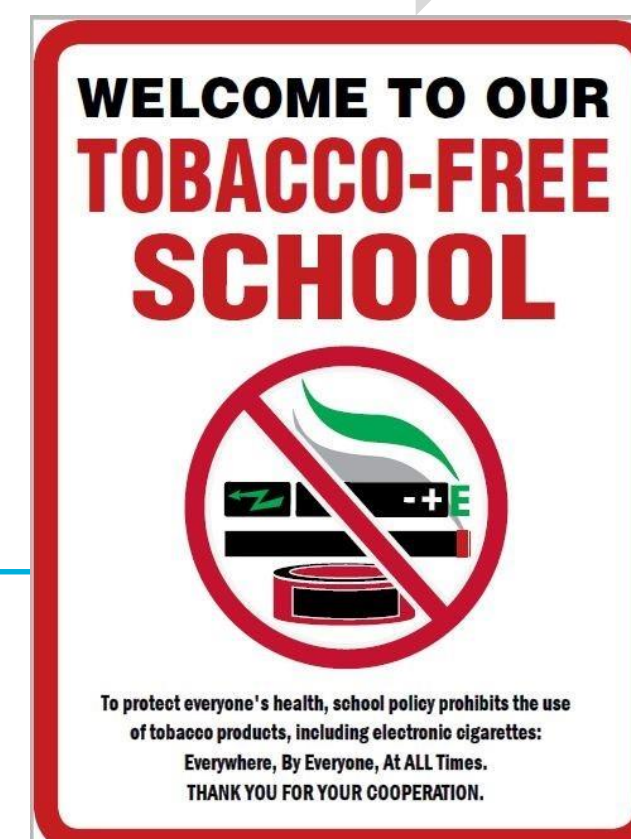
### Consistently enforce 100% Tobacco-Free Schools Law

#### Policy includes at least:

- ✓ Adequate notice to students, parents, the public, and school personnel of the policy.
- ✓ Posting of signs prohibiting at all times the use of tobacco products by any person in and on school property.
- ✓ Requirements that school personnel enforce the policy.

#### Current District Status

- ✓ The law went into effect in 2008.
- ✓ Signage on campuses may not consistently represent e-cigarettes.
- ✓ New signs with the e-cigarette icon will be presented to all schools.





# SHAC Recommendation and Suggested Actions

**Support strategies and initiatives to educate students, staff and community on e-cigarette health risks**

Participate in  
future NC Youth  
Tobacco Survey  
Data Collection

Current  
District  
Status

- ✓ WCPSS is participating in the NC Youth Tobacco Survey this autumn.



# SHAC Recommendation and Suggested Actions

## Support strategies and initiatives to educate students, staff and community on e-cigarette health risks

Support for  
Youth  
Empowerment  
Groups at High  
Schools & 2<sup>nd</sup>  
Annual Forum

Current  
District  
Status

- ✓ The first annual forum was held on May 3, 2019. The forum's focus was to educate participants on current data and statistics related to e-cigarette use in our community.
- ✓ The second annual forum will be held on March 21, 2020. The forum's focus will be on organization strategies for youth empowerment groups in high schools.

**imagine.**  
**TOBACCO-FREE**  
**COMMUNITY FORUM**

# Questions

